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Proposed Lake District World Heritage Site

Study of Cultural Landscape Significance

APPENDICES



HAWKSHEAD
Archaeology & Conservation

Gill Chitty
November 2002

APPENDICES

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APPENDIX I

ORGANISATIONS AND STAKEHOLDERS CONSULTED AND THEIR PREFERENCES FOR FUTURE INVOLVEMENT

- A** - Active partner, either in the Steering Group or indicating intention to play an active role
S - Strategic involvement and active contribution to shaping and agreeing overall concept
W - Willing to be involved in more detailed stages of future consultation
K - Keep informed of progress, and involve actively as appropriate
U - Uncertain, need to know more about it

Organisation contacted	Preferred future involvement:
Allerdale District Council	No response
Abbot Hall Gallery/ Lakeland Arts Trust	U
Barrow in Furness Borough Council	K
Carlisle City Council	K
Copeland Borough Council	S
Country Landowner and Business Association	S
Countryside Agency	A
Cultural Consortium englandsnorthwest	K
Cumbria Business Link	W
Cumbria County Council	S
Cumbria Inward Investment Agency	S
Cumbria RIGS Group	W
Cumbria Strategic Partnership	S
Cumbria Tourist Board	S
Cumbria Wildlife Trust	S
Cumbrian Association of Local Councils	W
DEFRA: Rural Development Service	S
DEFRA: Government Office NW	K
Eden District Council	S
English Heritage	A
English Nature	A
Environment Agency	S / A
Forestry Commission	A
Freshwater Biological Association	K
Friends of the Lake District	A
Furness Enterprise	K
ICOMOS UK	A
Lake District National Park Authority	A
Tourism & Conservation Partnership	S
Lakeland Peninsula Tourism Partnership	K
Local Authority World Heritage Forum	K
National Farmers Union	K
National Trust North West Region	A
North West Development Agency	K
North West Museums Service	S
South Lakeland District Council	K
Sport England	K (will input through Cultural Consortium)
Tourism and Conservation Partnership	K
Voluntary Action Cumbria	K
Wordsworth Trust	A
Youth Hostel Association	K

Other organisations and individuals contacted for views & information	
Torfaen Borough Council (Blaenavon WHS)	
Countryside Council for Wales	
Henry Cleere, ICOMOS	
English Heritage: Graham Fairclough	
Andrew Humphries	
Lancashire County Council	
Victor Maddison	
Ruskin Library, Lancaster University	
Val de Loire WHS, Miriam Laidet	

APPENDIX II

ORGANISATIONS AND INDIVIDUALS SUGGESTED FOR FURTHER CONSULTATION

Organisations and selected individuals identified by initial consultees

Ancient Monuments Society	As national amenity society
Armitt Library	Vivian Rees or Peter Jackson (Chair of Board) c/o Heart of Lakes and Cottage Life, Ambleside
Association of Heads of Outdoor Education Centres	Trevor Clark 015339 723766
Bassenthwaite Lake Society	
Brantwood	Howard Hull
British Canoeing Society	
British Mountaineering Society	
Caldbeck Commoners Association	Chairman, Ken Pears, 016974 78525
Council for Agriculture and Rural Life (ecumenical group)	Robert Wilkinson, Rector of Grasmere
Council for British Archaeology	As national amenity society and for industrial archaeology in particular
Cumbria Countryside Project	Dick Capel
Cumbria County Council	Strategic Planning and Landscape Section
Cumbria Gardens Trust	
Cumbria Museums Forum	
John Dunning	
Eden Rivers Trust	
Mike Davies Shiel	
Garden History Society	As national amenity society
Georgian Group	As national amenity society
Historic Houses Association	
Kinniside Commoners Association	Chairman Willy Rawling 01946 861391
Langstruth Commoners Association	Victor Brownlee, Borrowdale 017687 77234
Lakes Artists Society	President, Philip Macleod Coupe, Woodside, Springs Road, Keswick CA12 4AQ 017687 72874
Leven Valley Preservation Group	
National Farmers Union	Will Cockbain, NFU Chairman and CCC Councillor, NT and UU tenant, Rake Foot Farm, Keswick 017687 72133
North West Regional Archive Council	Via Janice Taylor, NW Museum Service
Made In Cumbria	
North West Historic Environment Forum	Chair, Malcolm Cooper, English Heritage, North West Region Office, Manchester.
Parish Councils	A sample through CALC
Red Squirrel Group?	
Rheged	Rob Randell
RSPB	
South Lakes Tourism Partnership	Gordon Fanstone 015394 45557
Threkeld Mining Museum	Ian Tyler
United Utilities At regional and local level	
Victorian Society	As national amenity society
Western Lake District Tourism Partnership	Jenny Brunton, Copeland Borough Council 01946 852585
Ian Whyte	Lancaster University
Angus Winchester	Lancaster University
Still Waters Partnership	

APPENDIX III

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APPENDIX IV

DISCUSSION GUIDE FOR INITIAL CONSULTATION OF STAKEHOLDER ORGANISATIONS

ICOMOS-UK

International Council on Monuments & Sites UK
10 Barley Mow Passage
London W4 4PH

Consultant for Lake District WHS Steering Group:
Dr Gill Chitty,
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email: gillchitty@hawkshead.org.uk

PROPOSED LAKE DISTRICT WORLD HERITAGE SITE DISCUSSION GUIDE FOR INITIAL CONSULTATION

This consultation is part of the first stage of taking forward the proposed re-nomination of the Lake District as a World Heritage Site. A large number of organisations and authorities is being contacted and a list of these is given below. It would be useful at the beginning of our discussion if you would outline your organisation's role in relation to the Lake District area and the role that you play in the organisation.

Q1.1 Are you, or your organisation, aware that consideration is being given to re-nominating the Lake District as a World Heritage Site?

Q1.2 Were you, or your organisation, involved at all in the process of the last bid in the 1980s?

Q1.3 Have you ever been involved in advising on or managing a World Heritage Site? If so, which ones?

Q2 What do you think it would mean for your organisation - and the interests that it represents - if the nomination for WHS status were successful?

Q3 If the process of developing the WHS nomination were to go forward how would your organisation wish to be involved, if at all?

Q4.1 From your organisation's perspective, what aspects of the Lake District's cultural landscape are considered to be among the most significant?

Q4.2 Are you aware that any of these significant aspects of the Lake District are at risk or vulnerable, and how? Please give any specific examples and references to relevant studies.

Q4.3 In your opinion which, if any, of these significances are likely to be considered as of 'universal value' in terms of the Lake District's recognition as a World Heritage Cultural Landscape Site? By 'universal', we mean of international or outstanding significance.

Q5. Information is being gathered for this study about the whole range of social, economic, cultural and environmental aspects that make up the living landscape of the Lake District. Are there research studies, assessments or surveys - particularly ones that are relevant to your organisation's interests - that you would suggest should be included in this review of significances of the Lake District cultural landscape for the World Heritage criteria?

Are there other experts in specialist areas that we should consider contacting?

Q6. The list of organisations that is being consulted in this initial stage of the WHS study is given below. In the next stage of the project there will be a much more extended consultation with focus groups to explore some of the issues in more detail. Can you suggest the names of other organisations that we should consider including in that process?

ORGANISATIONS FOR CONSULTATION IN PHASE I OF STUDY

<p>Local Government, planning authorities and local bodies</p> <p>Allerdale Borough Council Barrow-in-Furness Borough Council Carlisle City Council Copeland Borough Council Cumbria County Council Cumbrian Association of Local Councils Eden District Council Lake District National Park Authority North West Development Agency South Lakeland District Council Voluntary Action Cumbria</p> <p>Countryside and Environment</p> <p>British Geological Survey Country Land and Business Association Countryside Agency Cumbria RIGS Group Cumbria Wildlife Trust DEFRA English Nature Environment Agency Freshwater Biological Association Friends of the Lake District Forest Enterprise Forestry Commission Andrew Humphries National Farmers Union National Trust</p>	<p>Culture and Heritage</p> <p>Abbott Hall Museum and Art Gallery Cultural Consortium northwestengland English Heritage ICOMOS-UK National Trust North West Museums Service Ruskin Library Wordsworth Trust</p> <p>Leisure, Recreation and Tourism</p> <p>British Mountaineering Council Cumbria Tourist Board Lakeland Peninsula Tourism Partnership Lake District Tourism & Conservation Partnership Hadrian's Wall Tourism Partnership Victor Middleton Sport England Youth Hostel Association</p> <p>Business and economic development</p> <p>Chambers of Commerce Cumbria Rural Enterprise Agency Cumbria Small Business Service Cumbria Strategic Partnership Furness Enterprise</p>
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APPENDIX V

DISCUSSION GUIDE:
'WHAT DOES THE LAKE DISTRICT MEAN TO YOU?' SURVEY

What does the Lake District mean to you?

Date:

Location:

Name of researcher:

Approach:

First ! Determine respondent's fit with sample.

Hello, my name is xxxxx. I'm doing some research on behalf of an organisation known as ICOMOS UK. ICOMOS is The International Council on Monuments and Sites and advises the Government and UNESCO about the creation of World Heritage sites.

In this case, ICOMOS represents a groups of organisations concerned with conservation and the future of the Lake District: the Countryside Agency, English Heritage, English Nature, the Forestry Authority. The Lake District National Park Authority and the National Trust.

The Lake District is on the Government's list of nominations for World Heritage status and the aim of the research I'm doing today is to help the nomination process.

I'd like to find out what you think about the Lake District. Can you spare about 10 minutes to answer a few questions?

Q1. Status of respondent

User Group

Details

Local:

Business Community -----

Farming Community -----

Resident -----

Second Home Owner -----

Other -----

Domestic Visitor:

Where are you from? -----

How often do you visit the Lake District?

International Visitor:

Which country are you from? -----

Is this your first visit to the Lake District? Yes No

If no, when did you last visit ? -----

Q2. You are in the Lake District as a (respondent status).
I'd like to know what you value about being in the Lake District / your surroundings in the Lake District / what brings you here / what special qualities are important to you about the Lake District?

Free text – what do you value and why?

Q3. You have just told me what the Lake District means to *you*, but it is important to other people for other reasons, some of which are not always obvious. I'll introduce a few of these reasons to you, and, using this scale, (Show importance scale) I'd like you to tell me how important you think each of them is.

Thinking specifically about the Lake District, how important to you is:

a. The wildlife and diversity of its plants and animals.

Extremely important	Very important	Quite important	Not very important	Not important at all

- b. The freedom to walk where you like – the Lake District has the largest unenclosed commons in Europe.**

Extremely important	Very important	Quite important	Not very important	Not important at all

- c. Its association with poets, artists and writers.**

Extremely important	Very important	Quite important	Not very important	Not important at all

- c.1 Who do you associate with the Lake District?**

- d. The fact that it was the birthplace of the conservation movement in England. The National Trust was founded here, for example.**

Extremely important	Very important	Quite important	Not very important	Not important at all

- e. Its picturesque landscape –contrasting scenery, mountains and lakes.**

Extremely important	Very important	Quite important	Not very important	Not important at all

- f. Its ability to provide spiritual refreshment and an escape from everyday cares.**

Extremely important	Very important	Quite important	Not very important	Not important at all

- g. Its sense of history and tradition – the pubs, old buildings, the farms and so on.**

Extremely important	Very important	Quite important	Not very important	Not important at all

h. Its historic and archaeological features – old mines, for example.

Extremely important	Very important	Quite important	Not very important	Not important at all

i. The fact that you can participate in outdoor activities, such as walking, climbing and boating.

Extremely important	Very important	Quite important	Not very important	Not important at all

Q4. Thinking now on an international scale. If you had to chose an outstanding quality about the Lake District that you think would be important for the rest of the world, what would it be?

Free text – an outstanding quality and why?

Q5. As I mentioned earlier, the purpose of this survey is to help the nomination process relating to the possibility of the Lake District achieving World Heritage status. If the Lake District gets World Heritage status:

a. What will it mean for you?

b. Why do you think that?

Q6. Now I'd like to ask you a few questions about World Heritage sites....

a. Can you name any World Heritage Sites in Britain or abroad?

Yes

No

Which ones?-----

b. Are you aware that Hadrians Wall is a WHS?

Yes

No

c. Have you visited a World Heritage Site?

Yes

No

Which one(s)?-----

d. Did you visit because it was a WHS? Yes No

Finally, I have a couple of statistical questions just for my records....

Q7. Could I ask you which one of these categories best describes your age?

18-25	26-35	36-50	51-64	Over 65
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Q8.

Male	Female
------	--------

a. Representing family group? Yes No

b. Do you consider yourself to have a disability? Yes No

Q9. Which one of these most accurately describes your current employment status? (Show card)

A	B	C	D	E	F	G
H	I	J	K	L	M	N

Q10. And finally, which one of these most accurately describes your ethnic origin? (Show card)

A	B	C	D	E	F	G
H	I	J	K	L	M	N

Thank you for your time and help

APPENDIX VI

A survey of public perceptions: What does the Lake District mean to you?

For: ICOMOS-UK

Date: October 2002

Prepared by: Julie Graham MA (Dist) MCIM Chartered Marketer

1: Research Aims

1.1 Broad Aims

To elicit perceptions of the Lake District at “grass roots” level, from individuals representing local, national and international user groups.

1.2 Specific Aims

- To learn more about what people value about the Lake District.
- To elicit opinions on a range of specific issues relating to the Lake District.
- To learn more about what are more generally perceived to be the Lake District’s outstanding universal values.
- To introduce the concept of World Heritage Status in the context of the Lake District.
- To learn more about what people think World Heritage Status might mean for the Lake District - and for them as individuals.
- To understand more about the degree to which people are aware of World Heritage Sites and and the meaning they attach to them.

2: Methodology

2.1 General Approach

The survey was concerned with determining values towards and eliciting opinions about the Lake District in the context of proposed World Heritage Status. Personal views were sought to provide a contrast and balance with the range of professional and specialist opinions that were gathered through a separate consultation of stakeholder organisations. Exploratory research and a review of associated publications and studies revealed that similar research had not been conducted in the past and as such, new domains were being explored.

In support of the above, a largely qualitative approach was adopted in order to allow for rich insight and to facilitate true freedom of expression.

2.2 Exploratory Research

As a means of establishing the parameters of the research and clarifying its specific aims, discussions took place between the consultancy team and members of the Lake District World Heritage Site Steering Group. Additionally, reference was made to relevant documents and publications. These included various surveys commissioned by Hadrian's Wall Tourism Partnership, specifically: Visitor Attitude Research (1995), Image, Expectation and Experience of a World Heritage Site Survey (July 1998), Visitor Survey (June 2001) and Day Visitor Research (Jan 2002). Also, reference was made to various tourism statistics published by Cumbria Tourist Board and the Lake District National Park Authority.

2.3 Survey Method

Individual face-to-face depth discussions were considered to be the most effective method of data generation for the following reasons:

- They gave the researchers the opportunity to interact with the respondents and to build a high degree of trust and confidence and thus gain access to information that the respondents might not normally have thought about or openly discussed.
- They provided an excellent opportunity to introduce the concept of the Lake District as a World Heritage Cultural Landscape Site.
- The respondents could be carefully selected in accordance with the sample.

Qualitative discussions range from those that are non-directive or open, to those that are highly structured and follow a standard set of questions. In this case, following initial research with key stakeholder organizations, there was a general understanding of the range of what might be described as cultural landscape values and therefore some degree of structure was possible. The structure however, was flexible enough to allow the respondent to make his or her own views known.

2.4 Sample

Whilst recognizing that the boundaries of any World Heritage Site may fall outside of the Lake District National Park, for the purposes of this survey the sample was drawn from within those

boundaries.

Qualitative research does not aim to ensure that a representative sample is selected. In this case, the best attempt was made to obtain a sample that was generally reflective of the various user groups and of the geographic area. Also, an attempt was made to conduct discussions on various days in various types of weather and so on, to allow for the collection of more representative data.

The majority of discussions with visitors were conducted at the end of the day, when it was felt that they would have had maximum opportunity to “immerse” themselves in the Lake District and therefore be more likely to contribute usefully to any discussion. A total of 111 discussions were conducted as follows:

User Group	Details	Number of Discussions
Local	Business Community, Farming Community, Residents, Second Home Owners	60
Domestic	Visitors	43
International	Visitors	8

Originally it was agreed that twenty discussions would be conducted with International Visitors.

However, within the constraints of time and resources, this group proved difficult to locate. Once located, they were often boarding a coach for the next stage of a tour and too busy to talk and/or they did not have sufficient command of the English language to participate in a discussion anyway. With this in mind, additional discussions were conducted with non-British individuals in local and domestic user groups.

Discussions took place at various locations within and occasionally just outside the Lake District National Park. These included:

Grizedale Forest Park, Threlkeld Mining Museum, Wordsworth House – Cockermouth, Castlegate Art Gallery – Cockermouth, Whinlatter Forest Park, Tarn Hows, Windermere Lake Cruises, Lakeside Newby Bridge, Ambleside, Bowness, Waterhead, Keswick, Townend, Clappersgate, High Wray, Hill Top, Langdale, Coniston, Grasmere and Hawkshead.

Those businesses included in the sample were, with the exception of Windermere Lake Cruises and

The Pencil Museum, Keswick, small local businesses involved in a variety of sectors, ranging from outdoor pursuits and transport to catering and arts and crafts.

2.5 Data Collection

The majority of discussions were conducted by Joanna Haughton and Gill Brewer, on behalf of Julie Graham Associates. Joanna works part time for the National Trust, one of a consortia of organisations involved in this project. Gill is a freelance business psychologist. Both are resident in the Lake District have received training in qualitative research techniques.

Three pilot discussions were conducted by Julie Graham and from these initial discussions, the focus and structure of the remainder was shaped. Data was recorded in note form onto a semi-structured discussion guide. ICOMOS badges were worn by members of the research team as a means of imparting credibility and encouraging respondent participation. To further encourage participation and where appropriate, light refreshments were offered as an incentive.

A tape recorder, which may have discouraged potentially revealing insights, was not used.

Discussions ranged from fifteen to thirty minutes in duration and took place between early August and late September 2002.

2.6 Data Analysis

The data was analysed by a method that is simple and rigorous and very appropriate to a survey that is largely qualitative in nature. Each discussion guide was worked through and key themes catalogued, thus allowing the emergence of overall themes. These themes were documented and incorporated into the final report. Any quantitative data was analysed using rational and conventional methods.

Quotations that were felt to be relevant and significant were also included.

2.7 Limitations and Implications for Further Research

Overall, the selected methodology would appear to have achieved both its broad and more specific aims. However, due to the nature of the qualitative approach employed, it is difficult to determine to what degree the data can be said to be representative of the Lake District National Park as a whole. It is suggested that this study is, in the main, representative and generally reflective

of those user groups surveyed, although there are two groups that clearly warrant further investigation – International Visitors, and the Farming Community. Whilst respondents held some interesting and often diverse views, these two groups were hard to reach and as such the sample was small.

3: Research Findings

The following findings are organised with the specific research aims in mind:

3.1 Profile of Respondents

3.1.1 Local Groups (60 discussions conducted)

Business Community	31
Farming Community	3
Residents	24
Second Home Owners	2
Total	60

Note: The majority of Business Community respondents were also Residents

Age

18 - 25	8
26 - 35	14
36 - 50	17
51 - 64	16
65 +	5
Total	60

Gender

Male	30
Female	30
With Family Group	(8)
Disabled	(2)
Total	60

Employment Status

Company Director / Senior Manager / Professional	16
Middle Manager	4
Supervisor / Junior Manager / Office Worker	10

Skilled Manual Worker	6
Semi / Unskilled Manual Worker	1
Self - Employed	14
Full Time Student	2
Unemployed	1
Retired (Income other than State Pension)	3
Retired on State Pension	1
Looking After the Home	1
Other	1
Total	60

Ethnic Group / Country of Origin

White British	52
White South African	3
White USA	1
White Russian	1
White Polish	1
White Belarus	1
Black British	1
Total	60

3.1.2 Domestic Visitors (43 discussions conducted)

Where From?

Northern Ireland	1
Wales	2
Manchester	1
Yorkshire	3
Lancashire	4
Durham	1
Merseyside	2
Cheshire	5
Derbyshire	1
Leicestershire	1
Tyneside	1
Midlands	2
Northamptonshire	1
Scotland	2
Essex	3
Surrey	1
London	7
Berkshire	2
Suffolk	1
Hertfordshire	1
Kent	1
Total	43

Frequency of Visit

First time	6
First time for a long time – lots when younger	6
Once every 3 years	4
Once every year	14
Twice per year	6
Three times per year	4
Four to five times per year	3
Total	43

Age

18 - 25	6
26 - 35	7
36 - 50	13
51 - 64	14
65 +	3
Total	43

Gender

Male	25
Female	18
With Family Group	(15)
Disabled	(2)
Total	43

Employment Status

Company Director / Senior Manager / Professional	9
Middle Manager	6
Supervisor / Junior Manager / Office Worker	5
Skilled Manual Worker	2
Semi / Unskilled Manual Worker	2
Self - Employed	5
Full Time Student	2
Long Term Sick / Disabled	2
Retired (Income other than state pension)	6
Looking After the Home	2
Other	2
Total	43

Ethnic Group / Country of Origin

White British	35
White Australian	1
Black African	2
Indian	3
Korean	1
Chinese	1
Total	43

3.1.3 International Visitors (8 discussions conducted)

Where From?

Russia	1
China	1
Hong Kong	1
USA	3
Japan	1
South Africa	1
Total	8

Frequency of Visit

First Visit	7
Visited previously	1
Total	8

Age

18 - 25	2
26 - 35	0
36 - 50	3
51 - 64	1
65 +	2
Total	8

Gender

Male	5
Female	3
With Family Group	(3)
Disabled	(0)
Total	8

Employment Status

Company Director / Senior Manager / Professional	3
Full Time Student	2
Retired (Income other than state pension)	2
Retired on State Pension	1
Total	8

Ethnic Group / Country of Origin

White Russian	1
White USA	3
Black African	1
Japanese	1
Honk Kong Chinese	2
Total	8

3.2 What People Value About the Lake District.

People were asked what they valued about being in the Lake District, about the special qualities that were important to them. The majority cited more than one quality or value. Some cited a complex mixture of qualities and values.

The following responses are presented according to the number of mentions a quality or value received, commencing with the most frequently mentioned and finishing with the least.

The number of mentions is expressed as a percentage of the total number of respondents per user group and is indicated in brackets.

3.2.1 Local Groups

This group included the business community, the farming community, residents and second home owners. The majority of the business community were also residents.

The landscape and scenery (55%)

This was by far the most popular response across all local user groups:

“ We live in a garden – God’s earth.” “ There is a sense of seasons – things are different every time

I look out of the window.” “ It’s not like this where we come from.” (South Africa)

The friendliness of the people (33%)

Around a third of locals valued the friendliness of the local population:

“ There is a strong sense of identity and tradition.” “ It’s that Northerness – the quality of the people.” “ Because of the farming community – the need to help each other out in hard times.” (Farmer) “ The friendliness of everyone – what you see is what you get.”

The quality of life (22%)

Around a quarter valued the quality of life they were able to lead:

“ There are lots of options of what to do and nothing costs any money.” “ The emptiness of the roads.” “ If I didn’t live here, I wouldn’t live in this country.” “ A high standard of living.” “ Things I enjoy doing are on the doorstep.” “ It’s important to me that my children are brought up in an area I perceive to be safe and this environment is easily available as part of their everyday living.” “ It’s a privilege to live here.” “ Lots of like – minded people who enjoy a similar lifestyle and values.” “ Personal safety – I’m able to walk alone on the hills.” “ It’s an inspirational place to live.” “ Low crime – nice cafes – low unemployment – so much going on – a real local community.” “ Personal safety – I’m not worried about being mugged.” (Resident South African)

One person suggested that the Lake District was *“ a way of life.”*

The diversity and compactness (18%)

Just under a quarter valued the diversity and compactness of the Lake District:

“ There’s a lot of physical geography within a small area.” “ The compactness is special.” “ Everything is within easy reach – you can see a lake from wherever you are.” “ North Wales is special, but far less diverse.” “ It’s convenient and accessible compared to Poland – school, work, pub, church.” “ Especially compared to Scotland – but you can find space and peace also.” “ It’s on a liveable scale.”

The peace and tranquillity (18%)

Just under a quarter valued the peace and tranquillity of the region:

“ Especially when there aren’t a lot of tourists.” “ It’s very tranquil despite lots of people.”

The freedom and access (15%)

The freedom to roam was valued by many:

“ You can admire landscape elsewhere – but here it is open for everyone.” “ We love to work with animals on the open fells.”(Farmer)

The hills and mountains (15%)

These were particularly valued by those from non - UK ethnic groups:

“ The bleak fell sides.” “ The mountains and only the mountains.” “ The secret and quiet of the mountains.” “ The mountains are superb – they have mystique for me.”

Family tradition (13%)

For some, family tradition played a major role:

“ My parents had a guest house here.” “ It’s where I’ve lived all my life.” “ My husband’s family has farmed for generations here.”

The fresh air and cleanliness (12%)

This was significant for some and in particular, those from non-UK ethnic groups.

The emotional value (12%)

Some felt an emotional attachment to the Lake District:

“ I fell in love with it in the 20’s.” “ Spirituality, beauty and peace.” “ A sense of belonging.”

The unique geology of the area (10%)

“ The special links between the lakes and mountains.” “ The combination of water, hills, fields and light.”

It is a human landscape – influenced by people and tradition (8%)

“ Much of the heritage and tradition has been preserved – many of the old customs and traditions remain.” “ The pubs are very important – there’s lots of tradition around the pubs dating from the land enclosures.” “ It’s very traditional due to farming.” “ It’s a unique human landscape – the villages, the farms, the herdwicks – even the old industry – the fact that people still work in traditional farming.” “ It’s a man-made landscape with such a concentration of natural features.”

There is “lots to do” (8%)

A few valued the fact that there was a lot going on, especially for children.

The sense of enjoyment and the “feel good” factor that exists (7%)

A few valued the “*enjoyment ethos*,” they believed existed due to the fact that people were on holiday. One person suggested it was “*a cosmopolitan, vibrant community*.”

The nature and wildlife (5%)

The balance of commerciality with nature (3%)

“*The farming – tourism inter-relationship is special.*”

The lack of building development (3%)

“*No video arcades or nightclubs.*”

The diversity of the people who visit (3%)

Finally, one person commented: “*I don’t think we should lose sight of the fact that there are lots of other nice areas in the UK or pretend that the Lakes is out and out special.*”

3.2.2 Domestic Visitors

The landscape and scenery (72%)

This was mentioned by around three quarters of domestic visitors:

“*The countryside is not like this anywhere else in the UK.*” *It’s unique – constantly scenic.*”

“*It’s serene and calm compared to the ruggedness of Wales.*”

The peace and tranquillity (40%)

The diversity and compactness (40%)

“*So many nice places in such a small geographic area.*” “*The contrasts – from the wild and open fell tops to the enclosed green valleys.*” “*Each of the valleys has a different feel to it.*”

“*The mixture of buildings and landscapes.*” “*The contrasts of the lakes and mountains.*” “*The lakes are all very different – each shore is different.*”

The unique geology of the area (21%)

“*The lakes and hills combined – they are closer together here.*” “*The water – the reflections of the*

hills.”

Walking (21%)

The hills and mountains (21%)

There is “lots to do” (21%)

“ You can have a different holiday each time you come here.” “ You can do it all.”

“ It’s more geared-up to tourism than North Wales.”

The nature and wildlife (14%)

The freedom and access (12%)

“ Lots of wide open space.” “ You can walk and you’re not hassled.”

Family tradition (12%)

Escapism and retreat (12%)

“ You can find places to be completely on your own.”

The friendliness of the people (9%)

“ Cumbrians are friendly and welcoming – much more so than other areas in Great Britain.”

It is easily accessible from home (7%)

One visitor would equally go to North Wales, but the Lake District was more easily accessible from home.

It is different from home (7%)

It is unspoilt and natural (7%)

The fresh air and cleanliness (7%)

Particularly valued by non-UK ethnic groups.

The emotional value (7%)

“ It’s magical but I don’t really know why.” “ A special place in my heart.”

It is a human landscape – influenced by people and tradition (7%)

“ It has cultivated as well as natural beauty – even the mine workings are quite attractive.”

William Wordsworth (2%)

“ The atmosphere created by him is everywhere you go in the Lake District.”

It is safe and secure (2%)

3.2.3 International Visitors

Landscape and scenery (100%)

“ The clear water, the different greens in the mountains, the variety of boats – every view is beautiful.”

Heritage, history and tradition (75%)

“ The old English buildings – staying in an old hotel is a great experience.” “ From my schooldays I’ve known about Wordsworth and the Lake District.” “ Beatrix Potter is becoming increasingly popular in Japan.” “ Visual arts and poetry – the artists recognized how important this area was and brought it to the world.” “ I like the way that the buildings have been preserved – it shows the soul of the people here.”

The peace and tranquillity (37%)

It is a human landscape – influenced by people and tradition (25%)

“ We love the small scale agricultural aspect – it’s homely and comfortable – a thousand acres is nothing in the USA.” “ A combination of centuries of living on the land is on show.”

The freedom and access (12%)

The hills and mountains (12%)

3.2.4 Summary of top five responses across all user groups

	Local Groups	Domestic Visitors	Int.l Visitors
1.	Landscape and scenery	Landscape and scenery	Landscape & scenery
2.	Friendliness of the people	Peace & tranquillity	Heritage, history & tradition
3.	Quality of life	Diversity & compactness	Peace & tranquillity
4.	Diversity & compactness	Unique geology	Human landscape
5.	Peace & tranquillity	Walking	Freedom & access

3.3 What People Think About a Range of Specific Issues.

It was suggested by the interviewers that the Lake District might be important for many reasons.

Some specific reasons were suggested to the respondents and, using an importance scale, they were asked to indicate how important each was to them personally.

The responses are as follows and are expressed as a percentage of the total number of respondents per user group.

How important is: the wildlife and diversity of its plants and animals?

Importance Level	Local Groups	Domestic Visitors	International Visitors
Extremely	38	40	38
Very	37	35	26
Quite	23	19	12
Not Very	1	6	12
Not At All	1	0	12
Total	100 %	100 %	100 %

Additional comments: “ I’ve not seen much wildlife – only two swans on Coniston – is the area more fragile than other areas?” (Domestic Visitor) “ There are fewer and fewer areas where things naturally occur.” (Local Resident)

How important is: the freedom to walk where you like?

Importance Level	Local Groups	Domestic Visitors	International Visitors
Extremely	33	37	25
Very	40	53	62
Quite	21	8	0
Not Very	3	2	13
Not At All	3	0	0
Total	100 %	100 %	100 %

Additional comments: “ This is a two sided issue and needs to be managed.” (Local Business Community) “ The right to roam is great, but certain areas need some control – walkers have to get on alongside those who work on the land.” (Farming Community)
“ Because you can walk late at night, nothing will happen to you.” (International Visitor – South Africa) “ It hinders our work.” (Farming Community)

How important is: its association with poets, artists and writers?

Importance Level	Local Groups	Domestic Visitors	International Visitors
Extremely	13	9	37
Very	32	23	13
Quite	28	37	13
Not Very	17	26	24
Not At All	10	5	13
Total	100 %	100 %	100 %

Additional comments: “ There’s too much emphasis on them – Beatrix Potter should be valued for conservation – not books!” (Local Business Community) “I’m fed up with Wordsworth – he was a drunken old bugger!” (Local Business Community) “ I like the past, but I don’t hanker back to

Wordsworth – the future is where it's at.” (Local Business Community) “ They realised how wonderful the place was – being here gives some insight into their thinking.” (International Visitor)

Who do people associate with the Lake District?

People were asked to name some individuals whom they associated with the Lake District. Many mentioned more than one individual. The number of mentions each individual received, is expressed as a percentage of the total number of respondents per user group.

Local Groups

William Wordsworth	73%
Beatrix Potter	38%
John Ruskin	25%
My family / grandfather / husband	18%
Coleridge	12%
Donald Campbell	8%
Ransome	7%
Heaton Cooper	5%
Norman Nicholson	3%
Harriet Martineau	3%
Southey	3%
Melvyn Bragg	3%

Others with one mention:

Chris Bonnington
Hugh Walpole
Molly Lefebure
Don Willans
Joe Brown
Locals, farmers, miners, quarrymen
Contemporary painters – Percy, Kelly
Bronte
Jill Aldersley
Dickon Abbott
Glyn Matthews
Taylor
John Peel
Hunter Davies
Bill Birkett
The Arts and Crafts Movement
Elizabeth Gaskell
Kurt Schwitters
Brasher Brothers
Abrahams
Bennett
Charlotte Mason
Wainwright

Domestic Visitors

William Wordsworth	49%
Beatrix Potter	49%
John Ruskin	12%
Keats	9%
Wainwright	8%
No one	5%

Others with one mention:

English Tourists
Donald Campbell
Ransome

International Visitors

William Wordsworth	50%
Beatrix Potter	50%
Don't know	13%

How important is: the fact that the Lake District was the birthplace of the conservation movement in England – the National Trust was founded here for example?

Importance Level	Local Groups	Domestic Visitors	International Visitors
Extremely	17	9	13
Very	21	35	37
Quite	15	23	37
Not Very	34	28	13
Not At All	13	5	0
Total	100 %	100 %	100 %

Additional comments: “It’s not important – it’s what the trust does now that matters.” (Local Business Community) “The National Trust is a middle class club – elitist.” (Local Resident)
“The National Trust needs to listen to local knowledge and conserve the land in true tradition – it shouldn’t interfere.” (Farming Community) “It’s alright to conserve the environment, but I don’t agree it should come at the cost of the local’s way of life.” (Farming Community)

How important is: its picturesque landscape – contrasting scenery, mountains and lakes?

Importance Level	Local Groups	Domestic Visitors	International Visitors
Extremely	75	84	63
Very	23	16	37
Quite	0	0	0
Not Very	2	0	0
Not At All	0	0	0
Total	100 %	100 %	100 %

How important is: its ability to provide spiritual refreshment and an escape from everyday cares?

Importance Level	Local Groups	Domestic Visitors	International Visitors
Extremely	23	44	63
Very	18	46	37
Quite	13	8	0
Not Very	0	2	0
Not At All	6	0	0
Total	100 %	100 %	100 %

Additional comments: “ *It doesn’t do this if you live here.* ” (Local Resident)

How important is: its sense of history and tradition?

Importance Level	Local Groups	Domestic Visitors	International Visitors
Extremely	38	16	13
Very	33	44	50
Quite	23	32	12
Not Very	6	8	25
Not At All	0	0	0
Total	100 %	100 %	100 %

Additional comments: “ *It’s important to have working farms here, or the area would turn into a museum.* ” (International Visitor)

How important are: its historic and archaeological features – old mines and quarries for example?

Importance Level	Local Groups	Domestic Visitors	International Visitors
Extremely	25	9	13
Very	28	35	50
Quite	35	37	25
Not Very	10	19	12
Not At All	2	0	0
Total	100 %	100 %	100 %

Additional comments: “ *Quarrying and mining has shaped the landscape.* ” (Local Business Community) “ *Aren’t the people and their living part and parcel of the Lake District?* ” (Farming Community)

How important is: the fact that you can participate in outdoor activities, such as walking, climbing and boating?

Importance Level	Local Groups	Domestic Visitors	International Visitors
Extremely	53	35	25
Very	30	44	50
Quite	15	19	25
Not Very	2	2	0
Not At All	0	0	0
Total	100 %	100 %	100 %

3.4 What do people perceive to be an outstanding quality about the Lake District that would be important for the rest of the world?

People were asked to describe an outstanding quality about the Lake District that they thought would be important for the rest of the world. Many people cited more than one quality.

The following responses are presented according to the number of mentions a quality received, commencing with the most frequently mentioned and finishing with the least. The number of mentions is expressed as a percentage of the total number of respondents per user group and is indicated in brackets.

3.4.1 Local Groups

This group included the business community, the farming community, residents and second home owners. The majority of the business community were also residents.

The landscape and scenery (47%)

This was by far the most mentioned quality across all local user groups:

“ It’s got all the nature everyone should see – and small towns – you don’t see this in South Africa.”

“ It’s always green – nature is everywhere.” (Local Resident from non-UK ethnic group)

“ Sheer, breathtaking beauty.” “ The character of each lake and mountain is different and that makes the area unique.” (Farmer) “ The combination of intimacy and grandeur.”

It’s a human landscape – influenced by people and tradition (30%)

Many suggested the Lake District is special because its landscape has been influenced by man:

“ People and landscape have grown together.” “ A lived in landscape.” “ Scenery coupled with a way of life.” “ Mining history is just an important an image of Cumbria as Scafell, for example.”

“ The mix of culture and countryside is particularly special.” (Local Resident from non-UK ethnic group) “ The farming style of life – little Switzerland.” “ The buildings and stonework.”

“ 2000 years of developing land use – the Canadian Rockies and other areas lack 2000 years of changing history.” “ Its uniqueness – the small communities, farmhouses, dry stone walls – it’s not like this in Scotland or Wales – lots more people live here – it’s more human.” “ It’s not a wilderness – it’s humming with people.” “ It’s a landscape that has been created and influenced by man.” “ It’s history wrapped up with the landscape.” “ All the little villages and towns have

their own identity – nothing is the same.” “ The farming landscape is still maintained.” “ Small, traditional farms make the Lake District.” (Farmer) “ Sports events and agricultural events keep traditions going.” “ It’s a place that people live and work – not just visit.”

The diversity and compactness (30%)

“ When I liken it to anywhere I’ve been in the world, you would have to go vast distances to find so much contained within and close to a suburban area.” “ It’s tiny compared to other National Parks, but with such incredible diversity.” “ I’ve been to the Alps, Himalayas and other places, but there is no-where like the Lake District – it’s so compact – such a diverse environment all in one space.” “ A different view around every corner.” “ So much natural beauty in such a small area.” “ You can see so many variations in one place and you CAN walk in it.”

It is a place for escapism and retreat (12%)

Its culture and personality (12%)

“ The Lake District has its own personality and it is based on working on the land – it must retain this.” “ Its culture is very basic and down-to-earth.” “ It is safe and traditional.”

It is unspoilt and natural (10%)

“ The Lake District wants to protect land, whereas the States doesn’t protect it.” (Local Resident from non-UK ethnic group) “ It’s in a highly industrialized country and we have kept it the way we have – it’s a contrast to the rest of Britain.”

There is “lots to see and do.” (5%)

Its accessibility from major towns within the UK (2%)

“ Lots of hotels with great service.” (2%)

The Herdwicks (2%)

3.4.2 Domestic Visitors

The landscape and scenery (51%)

“ On the way from Windermere, we went through Swiss views, Norwegian views and Canadian views - it’s so varied – you can see the whole world here.” “ True British countryside.”

“ It’s green and lush – lots of places abroad are flat and barren.” “ The contrasts, the winding roads, the beautiful greenery – it’s absolutely lovely.”

The diversity and compactness (42%)

“ In the morning you can be on a lake and in the afternoon you can be on top of a mountain – you can’t do that in the Himalayas!” “ Lots of contrasts, yet it’s very accessible.” “ Generally speaking worldwide National Parks are huge places, but the Lakes changes so much within such a small area – it’s not like anywhere else.” “ You get variety, culture, history – everything in one area.”

Escapism and retreat (23%)

“ It’s a place of escape – it doesn’t feel like the rest of England.”

It is a human landscape – influenced by people and tradition (21%)

“ The inter-relationship between the environment and the human mark on the landscape.”

“ The ecological diversity and industrial history, mixed with the beauty of the landscape.”

“ The history and scenery together.” “ Each little town has its own uniqueness.”

It is unspoilt and natural (19%)

“ It’s not tainted or over-commercialised – no fun-fairs or B & Q superstores.” “ The Lake District is particularly well preserved compared to the States – it’s more natural.”

There is “lots to do” (19%)

“ The Lake District is completely geared up for tourism, but in a nice way.”

“The general organization of the Lake District National Park is far better than National Parks elsewhere in the world.”

It is easily accessible from all parts of the UK (14%)

The nature and wildlife (7%)

The unique geology of the area (7%)

Its culture and personality (2%)

The freedom and access (2%)

It is good value for money (2%)

3.4.3 International Visitors

The landscape and scenery (50%)

“ Very distinctive beauty – quaint.” “ The birds – the environment around each lake – it’s more beautiful here than in China.”

It is a human landscape – influenced by people and tradition (37%)

“ A unique time capsule, yet still a living place.” “ The stone walls – the farming landscape against the natural backdrop is most impressive.”

It is unspoilt and natural (25%)

“ The Alps have lifts and civilization – the Lakes is more wild and natural.” “ You can find commercial buildings everywhere, but not here.”

The peace and tranquillity (12%)

“ Hong Kong is rushed and fast – in the Lake District you can relax and be lazy.”

The diversity and compactness (12%)

“ So many sheep!” (12%)

3.4.4 Summary of top five responses across all user groups

	Local Groups	Domestic Visitors	Int.l Visitors
1.	Landscape and scenery	Landscape and scenery	Landscape & scenery
2.	Human landscape	Diversity & compactness	Human landscape
3.	Diversity & compactness	Escapism & retreat	Unspoilt & natural
4.	Escapism & retreat	Human landscape	Peace & tranquillity
5.	Culture & personality	Unspoilt & natural	Diversity & compactness

3.5 If the Lake District is awarded World Heritage Status, what might it mean for people who live, work and visit there?

People held a range of opinions on what World Heritage Status might mean for them as individuals, for business and the local economy and for the Lake District as a whole. More generally, across all user groups it was felt that World Heritage Status would lead to an increase in the number of visitors and more specifically, international visitors.

The following responses are presented by user group and consider perceived positive and negative aspects. As previously, the number of mentions a particular aspect received is expressed as a percentage of the total number of respondents per user group and is indicated in brackets. Many respondents cited more than one aspect.

3.5.1 Local Groups

The more positive aspects:

It will be good for conservation (35%)

“ A move towards sustainable objectives.” “ More protection for the LDNP.” “ It’s very important to achieve this status, because it will help to conserve it and keep it safe ecologically.”

“ A protection for the landscape and way of life.” “ Protected for ever more.”

Improved access and increased awareness for foreign visitors (23%)

“ It’s sad that millions visit this country, but don’t visit the Lake District.”

A sense of pride and global recognition (20%)

“ People globally will become more aware of what it has to offer.” “ It would put us on the map.”

“ It would raise the profile and put us on the trail of “must see” things.” “ It would make us credible.” “ Get us known worldwide – open the gates to get funding – keep our way of life alive- keep families living and working here.” (Farmer) “ I’d pass it on to my friends back in the States.”

It will be good for the local economy and business (18%)

“ Currently foreign visitors are in pockets of the Lake District – we need foreign money in all parts of the Lake District.” “ It will be good for business, but what about congestion and parking?”

“ A vast increase in business we hope.”

An increase in inward investment for the area (15%)

“ It would improve the overall quality of hotels etc.” “ Extra money might provide better services and housing and help the locals to stay.”

Restrictions on development (13%)

“ Great – it’s a unique landscape – I don’t want to see the whole place over developed.”

“ The Lake District would be under the microscope of the world – more controls are a good thing.”

“ It would restrict development and expansion which is good, but in addition to local controls it could be negative.”

It will provide added value for visitors (3%)

“ A label gives the impression of a quality visit.”

It will lead to increased service standards via a better quality of visitor (3%)

Farmers will be able to access grants to enable them to sustain traditional methods (2%)

“ There must be a balance between making a living and farming the land – WHS might achieve this.”

Recognition of the Lake District as a living landscape (2%)

“ The fact that we have a thriving community and a healthy cultural life and that the Lake District is not an idealized place for visitors.”

The more negative aspects:

A negative impact on daily life (27%)

“ An increase in foreign tourists will reduce the number of quiet days I can have in the Lakes.”

“ I would hate to see more visitors here – it would make my daily living more difficult.”

“ What about parking and transport?” “ Ambleside on a busy day is already struggling – do we really need to advertise the area even more?” “ Even more visitor pressure.” “ More and more people tramping through the fells.”

An increase in house prices (6%)

“ House prices would double.” “ More accommodation would be bought up for holiday homes, which would mean that locals can’t buy houses.”

Loss of the “sense of community” that now exists (6%)

“ We may lose the sense of community through too much focus on the WHS label. ”

“ WHS should be used as a way of improving and contributing to the experience of the Lake District for locals and visitors alike, in terms of preserving not only the landscape, but also the community. ”

“ It would stifle any progression with modern living – become more of a tourist destination rather than a living community. ” “ It would make the Lake District a theme park rather than a living community. ” “ I don’t agree with it because of what I have seen in Dorset – you can’t put it in a pretty picture – it’s a working landscape. ”

Increased restrictions for business (3%)

“ More red tape – it takes a long time to get established here – being able to live, work and get on in life is difficult enough. ” “ I’m apprehensive. knowing how we need day trippers and I’d be nervous of restrictions on the number of visitors permitted per day. ”

More “red tape” for farmers

Whilst more generally farmers perceived WHS to be a positive thing, one farmer cautioned:

“ We would get more do-gooders trying to tell us how to run our farm. ”

Undecided – neither positive nor negative (23%)

“ I don’t think it will make much difference as long as we don’t get kicked out of our homes. ”

“ It would create a higher profile, but I wouldn’t know if that was beneficial or detrimental. ”

There were a few cautionary comments:

“ There must be a careful balance between maintaining responsibilities towards the environment and at the same time, preserving employment prospects. ”

“ If it’s going to lead to extra tourists, we must have funding to improve the infrastructure to cope with it all. ” “ There are already too many regulations and restrictions from Europe – we don’t need anymore. ”

3.5.2 Domestic Visitors

The more positive aspects:

Improved access and increased awareness for foreign visitors (35%)

“ I’d be pleased that more foreign visitors would have an opportunity to see it.” “ It would allow for more global access.” “ It would be nice to see a few more foreign people around.”

A sense of pride and global recognition (35%)

“ I’d be proud of it – there’s pride involved.” “ The world would recognize it and that’s good.”

“ It would be an accolade.” “ A coup for England.” “ A place in history.” “ An extra badge.”

“ It could denote the quality of the potential visit.”

Restrictions on development (28%)

“ More building regulation to protect the countryside – more investment to protect the landscape.”

“ It will stop the Lake District being spoiled and keep it the way it is.” “ It will remain unchanged for the future.” “ The South-East of England will become a car park and preserving the Lakes for space is vital.” “ Careful planning restrictions – no funiculars or mountain railways – but also I don’t want it to have museum status or interfere with my life in the Lakes.”

It will be good for the local economy and for business (16%)

“ It would rejuvenate the area after foot and mouth.”

It will be good for conservation (14%)

“ I hope WHS might help to preserve its traditions, but I assume the National Trust will be doing this already.”

An increase in inward investment for the area (2%)

The more negative aspects:

A negative impact on holidaying in the Lakes (14%)

“ It might mean reduced amounts of freedom due to controls on erosion.” “ It will be more difficult to find peace and quiet.” “ More slow traffic.”

“ The prices would go up.” (2%)

Undecided – neither positive nor negative (37%)

“I haven’t a clue.” “Probably nothing.” “I’d still come here no matter what.”

Additional comments:

“The term World Heritage Status indicates that the area would be preserved for the international community.” “It would probably be positive, but I’d avoid it like the plague on Bank Holiday weekends.” “It’s not too important as long as it’s managed.” “So long as we don’t get too many motorway paths coming up.” “You would regard it as having that kind of status already.”

3.5.3 International Visitors

Responses from International Visitors were all positive:

Improved access and increased awareness for foreign visitors (50%)

“This could be a good thing for global access.”

It would make people want to visit (25%)

“The term WHS implies something very special – people will want to visit just because it’s a WHS and not necessarily for any other reason.” “I’ve been to a World Heritage Site!” (USA Visitor)

It will be good for conservation (25%)

“The place will not end up like Disneyland.”

A sense of pride and global recognition (25%)

“A major victory for the Lake District.”

Global dissemination of knowledge relating to conservation (12%)

“Other countries can learn from Beatrix Potter’s conservation work.”

Undecided (25%)

Additional comment:

“The environment must be managed appropriately and not over developed.”

Summary of top three positive responses across all user groups

	Local Groups	Domestic Visitors	Int.l Visitors
1.	Good for conservation	Better access for foreign visitors	Better access for foreign visitors
2.	Better access for foreign visitors	Sense of pride & recognition	Encourage people to visit
3.	Sense of pride & recognition	Restrictions on development	Good for conservation

Summary of top three negative responses across all user groups

	Local Groups	Domestic Visitors	Int.l Visitors
1.	Negative impact on daily life	Negative impact on experience of holiday in Lakes	N/A
2.	An increase in house prices	Price increases	N/A
3.	Loss of existing sense of community	N/A	N/A

3.6 Awareness of World Heritage Sites

People from each user group were asked if they could name any World Heritage Sites, in Britain or abroad. The responses were as follows and are expressed as a percentage of the total number of respondents in each user group.

	Local Groups	Domestic Visitors	Int.l Visitors
Yes	58%	53%	50%
No	42%	47%	50%

Specifically, people were asked if they were aware that Hadrian's Wall is a World Heritage Site. This question was included for two reasons: firstly to test people's awareness of a World Heritage Site in close proximity to the Lake District and secondly, as a thank you to Hadrian's Wall Tourism Partnership for being so helpful during the exploratory stage of this survey. The responses were as follows and once again, are expressed as a percentage of the total number of respondents in each user group.

3.6.1 Awareness of Hadrian's Wall as a World Heritage Site

	Local Groups	Domestic Visitors	Int.l Visitors
Yes	33%	30%	12%
No	67%	70%	88%

3.6.2 World Heritage Sites mentioned by respondents

A wide variety of World Heritage Sites was named by all three user-groups:

Stonehenge was mentioned by 22% of all respondents

The Grand Canyon was mentioned by 7% of all respondents

The Taj Mahal was mentioned by 5% of all respondents

The Great Barrier Reef was mentioned by 4% of all respondents

Others were as follows:

Great Wall of China, Dorset Coastal Path, Cairngorms, Ayres Rock, Pyramids, Mir Palace (Belarus), Florence, Hadrian's Wall, Knossos, Colluseum, Knysna (South Africa), Durham, Fountains Abbey, Saltair, Paphos, Dubrovnik, Krakov, Prague, Machu Pichu, Galapagos Islands, Yosemite, Parthenon, Snowdonia, Bath, Castlerigg Stone Circle, Ffjordland, Angerkarwat, Yellowstone, Reichneu, Rockies, Niagara Falls, Lake Baikal, Tower of London, Stratford, Giant's Causeway, Acropolis, Sutton Hoo, Lyme Regis, Derwent Valley, York Minster, Ironbridge, Kadu National Park (Australia), Caucauses, Alps, Nara Temple (Japan)

3.6.3 Visits to World Heritage Sites

Many respondents who said they had visited a World Heritage Site, named

Stonehenge and/or Hadrian's Wall. Those who said they had not visited a World Heritage

Site, were often unsure and perhaps didn't really know. The responses were as follows and are

expressed as a percentage of the total number of respondents in each user group.

	Local Groups	Domestic Visitors	Int.l Visitors
Visited WHS	60%	63%	63%
Not Visited WHS	40%	37%	37%

3.6.4 Did they visit because it was a World Heritage Site?

	Local Groups	Domestic Visitors	Int.l Visitors
Yes	17%	2%	40%
No	83%	98%	60%

4: Conclusions

The following conclusions are organized with the specific research aims in mind.

If the sample is representative of the views of local groups and of the views of those people who visit the Lake District from the UK and abroad, then it might be reasonable to assume the following:

4.1 What do people value about the Lake District?

4.1.1 Local Groups

Most importantly, the majority of “locals” place a high value on the fact that they live and work amidst such beautiful landscape and scenery. They also value the “*strong sense of identity and tradition,*” and the friendliness they feel exists within their local communities. Many value the high quality of life they are able to lead and mention such aspects as low crime rates, low unemployment, a feeling of personal safety, the emptiness of the roads and the fact that things they enjoy doing are “*on the doorstep.*”

Some value the diversity and compactness or in other words, the amount of physical geography that exists within such a small area. Also of value to these groups is: the peace and tranquillity of the region, the freedom to roam and the access to the countryside, the hills and mountains, the sense of family tradition – often spanning generations, the fresh air and cleanliness, the sense of emotional attachment, the geology of the area, the fact that the landscape has been influenced by people and tradition over time, the fact that there is a lot to do – especially for children, the “*enjoyment ethos*” that emanates from a holiday environment, the nature and wildlife, “*the farming – tourism inter-relationship,*” the lack of commercial building development and the diversity of the people who visit.

4.1.2 Domestic Visitors

Domestic visitors place an extremely high value on the landscape and scenery of the Lake District, describing it as “*unique*” and “*not like anywhere else in the UK..*” They also place a high value on the peace and tranquillity and the diversity and compactness that exists – “*So many nice places in such a small geographic area.*” The unique geology of the area, the walking and the hills and mountains are also valued by many. Also of value to this group is: the fact that there is a lot to do, the nature and wildlife, the freedom to roam and the access to the countryside, the sense of family

tradition, escapism and retreat – “ *the fact that you can find places to be completely on your own.* ”, the friendliness of the local people, the fact that it is easily accessible from their homes, the fact that it is different from where they live, the fact that it is perceived to be unspoilt and natural, the fresh air and cleanliness, the sense of emotional attachment, the fact that the landscape has been influenced by people and tradition over time, William Wordsworth and finally, the feeling of personal safety.

4.1.3 International Visitors

International visitors place an extremely high value on the landscape and scenery of the Lake District. The heritage, history and tradition of the region is valued very highly – and in particular, the old buildings, the poets and artists. Many also value the peace and tranquillity and the fact that the landscape has been influenced by people and tradition over time. Also of value is the freedom to roam and access to the countryside and the hills and mountains.

4.1.4 More Generally

More generally, there would appear to be some common themes:

Most importantly, people place an extremely high value on the landscape and scenery of the Lake District.

They also value its diversity and compactness – the amount of physical geography that exists within such a small area, the peace and tranquillity that can be found, the freedom to roam and access to the countryside and the geology of the region. Whilst the fact that the landscape is a human landscape, influenced by people and tradition over time, is valued by all, it is more readily valued by international visitors.

Some values are important only to certain groups. For example, the sense of identity and tradition and the high quality of life experienced by local groups, the value placed on heritage, history and tradition, by international visitors and the value of walking / hiking to domestic visitors.

4.2 What do people think about a range of specific issues relating to the Lake District?

4.2.1 The wildlife and diversity of its plants and animals

This is extremely or very important to the vast majority of people across all user groups.

4.2.2 The freedom to roam and access to the countryside

This is extremely or very important to all user groups. Perhaps most significantly, it is extremely or very important to almost all domestic visitors.

4.2.3 Its association with poets, artists and writers

More generally, this is of less importance to all groups and in particular, to domestic visitors.

Whilst local groups associate a variety of individuals with the Lake District, domestic visitors would appear to be more limited in their knowledge. International visitors associate only two individuals with the Lake District – William Wordsworth and Beatrix Potter. Some are not able to associate anyone.

4.2.4 The fact that the Lake District was the birthplace of the conservation movement in England

More generally, this is not particularly important to people in any user group and perhaps most significantly, it is not very or not at all important to around half of those people in local groups.

There is evidence of an anti National Trust feeling amongst local groups.

4.2.5 Its picturesque landscape – contrasting scenery, mountains and lakes

The landscape and scenery of the Lake District is extremely or very important to almost all people in all user groups.

4.2.6 Its ability to provide spiritual refreshment and an escape from everyday cares

This is extremely or very important to almost all domestic and international visitors, but is of less importance to those people in local groups because “ *it doesn't do this if you live here.*”

4.2.7 Its sense of history and tradition

This is extremely or very important to the majority of people across all user groups.

4.2.8 Its historic and archaeological features

More generally, whilst this is of less importance to all groups, it is of greater importance to

international visitors and of less importance to domestic visitors.

4.2.9 The ability to participate in outdoor activities, such as walking, climbing and boating

This is extremely or very important to the vast majority of people across all user groups.

4.2.10 More generally

All of the above support earlier conclusions relating to what people value about the Lake District.

4.3 What are the Lake District's outstanding universal values?

4.3.1 Local Groups

Three clear themes are evident and are perceived by local groups to be the Lake District's outstanding universal values:

Firstly, the landscape and scenery is considered by many to be unique and very different to that experienced in other National Parks in other parts of the world. Secondly, the Lake District is perceived to be special because its landscape has been influenced by people and tradition over time – *“ It is a landscape that has been created and influenced by man.” “ It's history wrapped up with the landscape.”* Thirdly, its diversity and compactness is unique – *“ It's tiny compared to other National Parks, but with such incredible diversity.”*

Other reasons why local groups feel the Lake District is of outstanding universal value include: the fact that it is a place for escapism and retreat, its culture and personality, which is described as *“ very basic and down-to-earth – safe and traditional,”* it is unspoilt and natural, there is a lot to do, it is accessible from major towns in the UK, there are *“ lots of hotels with great service,”* and finally, the Herdwicks!

4.3.2 Domestic Visitors

Four clear themes are evident and are perceived by domestic visitors to be the Lake District's outstanding universal values:

Firstly, they suggest that the landscape and scenery represents *“ true British countryside,”* and is very different in character from that which may be found in other parts of the world.

Secondly, they suggest that the diversity and compactness is of universal significance because

“generally speaking, worldwide National Parks are huge places, but the Lakes changes so much within such a small area – it’s not like anywhere else.”

Thirdly, they suggest the fact that it is a place for escapism and retreat that *“doesn’t feel like the rest of England,”* makes it special and finally, it is considered to be of outstanding universal value because its landscape has been influenced by people and tradition over time - *“The inter-relationship between the environment and the human mark on the landscape.”*

Other reasons why domestic visitors feel the Lake District to be of outstanding universal value include: the fact that it is unspoilt and natural, the fact that there is a lot to do, the fact that it is easily accessible from all parts of the UK, its nature and wildlife, its geology, its culture and personality, the freedom to roam and access to the countryside and its value for money as a holiday destination.

4.3.3 International Visitors

There are clear themes here also. Firstly, international visitors think the landscape and scenery is of outstanding universal value. Secondly, they suggest that it is significant to the international community that its landscape has been influenced by people and tradition over time, describing it as *“a unique time capsule, yet still a living place.”* Thirdly, they feel that when compared to other places in the world, it is unspoilt and natural – *“The Alps have lifts and civilization – the Lakes is more wild and natural.”* Other aspects of universal value include: its peace and tranquillity, its diversity and compactness and its sheep!

4.3.4 More Generally

There would appear to be some common themes across all user groups in relation to what are perceived to be the Lake District’s outstanding universal values. These are:

- Its landscape and scenery
- It is a human landscape - influenced by people and tradition over time.
- Its diversity and compactness – the amount of physical geography that exists within such a small area.
- It is unspoilt and natural when compared to other areas of the world.
- It is a place for escapism and retreat, quite different to the rest of England.

Interestingly, the recognition of the Lake District as a human landscape that has been influenced by people and tradition over time, was not considered to be so significant in earlier findings relating to what people value about the Lake District.

4.4 What might World Heritage Status mean for the Lake District?

4.4.1 Local Groups

Most people look favourably upon the issue of World Heritage Status for the Lake District. More generally, they believe it will be good for conservation and see it as “ *a move towards sustainable objectives.*” Also, they believe it will lead to improved access to and increased awareness of the Lake District for international visitors, suggesting: “ *It’s sad that millions visit this country, but don’t visit the Lake District.*” Some think it will create a sense of pride and global recognition.

Farmers suggest it will help with funding to keep their way of life alive. Others think it will be good for the local economy and for business and will make for a more even spread of foreign money throughout the region. Other perceived benefits include: an increase in inward investment for the area, more restrictions on development, added value for visitors, increased service standards and a recognition that the Lake District is not just a tourist destination, but a thriving community – a living landscape.

Some people perceive World Heritage Status as a negative thing for the Lake District. Whilst any negative perceptions are in the minority they are significant and real fears.

Most of those who are against World Heritage Status, are concerned about the negative impact it will have on their daily lives, particularly in relation to parking problems, traffic congestion, noise pollution and erosion. Some local residents are concerned about potential increases in house prices that will further limit their already limited access to the local housing market. Some suggest that too much focus on World Heritage Status will mean a loss of the sense of community that currently exists – “ *that the Lake District would become more of a theme park rather than a living community.*” Some members of the business community are worried about increased restrictions and “ *red tape.*” Others worry about a ceiling on the number of visitors allowed into the National Park and the effect it will have on trade. Some farmers also fear more red tape.

Around a quarter of people in local groups consider World Heritage Status to be neither positive or negative and don’t really know what it will mean for the Lake District or for them as individuals.

Some suggest it will not make any difference at all.

4.4.2 Domestic Visitors

Most domestic visitors feel positively about the prospect of World Heritage Status for the Lake District. More generally, they feel it will lead to improved access and increased awareness for international visitors – “*I’d be pleased that more foreign visitors would have an opportunity to see it.*” Also, they feel that it will create a sense of pride and global recognition for the region – “*it could denote the quality of the potential visit.*” “*It would be an accolade – a coup for England.*” Many think it will mean tighter controls on development and more careful planning and investment to protect the landscape. It is also perceived to be a good thing for the local economy and for business, particularly after the recent foot and mouth outbreak, also good for conservation and as a means of increasing inward investment.

Those few who feel negatively about the prospect of World Heritage Status for the Lake District, feel it may have a negative impact on holidaying in the Lakes, in terms of increased erosion controls, noise pollution and traffic congestion. It may also lead to price increases.

Around a third of domestic visitors suggest they “*haven’t a clue*” what World Heritage Status will mean for the Lake District or for them.

4.4.3 International Visitors

Around three quarters of international visitors feel very positively about the prospect of World Heritage Status for the Lake District. One quarter are undecided.

They believe World Heritage Status will lead to improved access and increased awareness for international visitors. They also believe it will encourage people to visit, be good for conservation and create a sense of pride and global recognition – “*A major victory for the Lake District,*” and lead to a global dissemination of knowledge relating to conservation.

4.4.4 More Generally

There would appear to be some common themes across all user groups in relation to what World Heritage Status might mean for the Lake District.

Positive themes

- It will lead to improved access to and increased awareness of the Lake District for international visitors.

- It will be good for conservation and a move towards sustainable objectives.
- It will create a sense of pride and global recognition for the Lake District.
- It will mean tighter controls on development.
- It will encourage people to visit.

Negative themes

- It will have a negative impact on the daily lives of those who live and work in the Lake District.
- It will have a negative impact on the holiday experience of those who holiday in the Lakes.
- It will lead to an increase in house prices and further limit access to the local housing market for local residents.
- It will lead to general price increases.
- It will lead to the loss of the sense of local community that currently exists.

4.5 How aware are people of World Heritage Sites and what meaning do they attach to them?

Awareness of World Heritage Sites does not appear to be particularly high. Only around half of all people across all user groups could name a World Heritage Site and for many, this was a “good guess.” Whilst awareness of Stonehenge as a World Heritage Site is generally good, awareness of other sites is low, including awareness of Hadrian’s Wall. Many of those who have visited a World Heritage Site, have visited Stonehenge and when prompted, Hadrian’s Wall.

More generally local groups and domestic visitors do not seem to visit World Heritage Sites simply because they are classified as such. There is however, some evidence to suggest that international visitors may do and this is supported by earlier findings where some international visitors suggest that if the Lake District gets World Heritage Status, it will positively encourage people to visit.

(See Section 4 in main report for a summary of key themes from the research)

APPENDIX VII

ICOMOS UK LANDSCAPE COMMITTEE LAKE DISTRICT VISIT: SUMMARY OF DISCUSSIONS

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LAKE DISTRICT COMMITTEE VISIT 8TH-9TH JULY 2002

Summary of Discussions on 9th July

1. Procedure

i) World Heritage Site Boundaries

All agreed that there was a need to identify the special significances of the Lake District before beginning discussions on the location of the boundaries of a possible World Heritage site. It was felt that the boundaries should reflect the scope of the core area of the Lake District, where the significances are perceived to be strongest, and that this area would emerge from studies and discussions on significances.

ii) World Heritage Operational Guidelines Criteria

Similarly it was felt that discussions on which Criteria of the *World Heritage Operational Guidelines* best matched the Lake District case should await the outcome of studies to identify significances, when these should be matched to the Criteria rather than being shaped to fit the Criteria.

2. Terminology

Concern was expressed at the appropriateness of the terms 'universal significances', 'universal values' and 'unique significances'.

There was a feeling that no significance or value could be appreciated universally nor could significances be truly unique.

It was felt, therefore, to be more appropriate to use the phrases 'special significances' or 'outstanding significances' and to determine what significances within, and associated with, the Lake District could be considered either singly or collectively as being special or outstanding, thus lifting the area into a place of special or outstanding significance.

3. Special Significances

There was considerable debate on whether the Lake District could be seen to have several special significances which could together make it eligible for World Heritage status or whether its value overall was related to the way individual significances fed off each other to provide a combined significance, which, if not unique, could be said to place the Lake District on the world stage.

3.1 Individual Significances

During the course of the visit the following individual aspects of the Lake District landscape were considered:

Farming landscape

Evolution of the farming landscape over a very long time span and constrained by distinctive geology and climate – lakes, mountains and wet weather

- Great Langdale was visited as a sample of the way the core valleys of the Lake District had developed continuously over nearly a millennia, within a farming system based on communal sharing of key resources such as common grazing; the visit showed how these layers of development are very evident on the ground, and looked at the vulnerability of the farming traditions

Picturesque and Romantic Movements

The blossoming of the Picturesque and Romantic movements, which fed off the discovery of the area by tourists in the mid 18th century

- The exhibitions of paintings at the Wordsworth Trust provided an introduction to this aspect of the landscape

Designed Landscapes

The creation of large-scale designed, landscape pleasure grounds by wealthy ‘oft-comers’ who moved into the area and built up small estates

- Tarn Hows was visited as a sample of some 18 landscape gardens created in the Lake District between the 1780s and 1890.

Industrial Landscapes

The importance of industrial processes within the Lake District valleys from Neolithic times until the late 19th century, and the way they had a strong impact on the vegetation of the valleys

- Conistone valley was viewed from the steamboat Gondola to highlight the amount of mediaeval iron working remains in the western valleys and the way they related to the farming landscape and to the extent of woodland cover

During the discussion period, these individual aspects were considered at some length. There was a consensus that industrial archaeology on its own could not be said to be of outstanding or special significance in the Lake District when compared to other areas. Similarly it was felt that the farming patterns and social structures of the valleys, apart from the continued use of extensive common grazing – the largest area in Europe - could not be said to be of higher interest than, say, the Yorkshire Dales, nor could the landscape gardens be said to equal or better those elsewhere. Thus none of the individual aspects were felt to be of special significance on their own.

3.1 Overall significance

The view emerged that there was one overall ‘special’ significance of the Lake District, the product of the inter-relationship between these separate social, economic, cultural and environmental impacts.

This one overall significance has high aesthetic and spiritual appeal, and is based not just on the Lake District’s ‘natural’ beauty inherent in its dramatic geology, lakes and fells, but on its distinctive cultural landscapes shaped by farming, industrial and design processes, its particular scale, with striking contrasts between the small, tight settlements in the valleys and the towering fells above, its sense of drama within a

contained space, and its feeling of isolation without desolation. It is this ‘whole’ that makes the Lake District a place that people cherish and value.

It was inspirational beauty that drew the first tourists – deprived of the Alps in war-torn Europe - in the mid 18th century. And it was the response of artists who followed these tourists, interpreting the landscape for them as reflections of 16th Italian paintings, which in turn harked back to Imperial Rome, and of writers who put into words the way landscape could heighten the senses and lead to emotional enrichment, that encouraged the more widespread discovery of the Lake District as a place where somehow the interaction of society and settlement over time had combined to produce a landscape with almost spiritual powers.

Unlike other landscapes where discovery produces either no benefits or indeed disbenefits, the Lake District’s discovery nurtured and sustained several intellectual and practical movements which went on to influence not only the way the Lake District developed but had far-reaching effects throughout the UK and farther afield.

The combination of the man-made beauty of the Lake District’s cultural landscapes with the intellectual forces and financial resources of influential residents who moved into the area from the 1780s onwards led to the prospering of the Picturesque, Romantic and Conservation movements, which developed sequentially over nearly a century. These ‘created’ the Lake District as a place where the spiritual link between man and his surroundings could be seen, felt and understood and where practical measures were developed to sustain what made the place so special. The Lake District was the birthplace of the conservation movement, and the way it developed acted as a model for many national and international cultural movements elsewhere.

The Lake District’s appeal was encouraged through its widespread promotion, notably by William Wordsworth, who adopted the Lake District alongside other renowned poets and artists in the late 18th century. His promotion of his adopted home, through his *Guide to the Lakes*, drew out the ‘associative’ value of the landscape, showing how local farming and industrial processes had combined to produce a landscape of almost perfect picturesque proportions and appeal, which could inspire and uplift those who visited.

In the farmers who worked the land, Wordsworth saw a nobility of spirit and a freedom that allowed them to ‘feel their rights’. He believed that somehow they reflected the ‘special’ nature of a society that shared many of its resources. He celebrated the landscape as being the creation of generations of unknown, ordinary people who had collectively created something that was extraordinary.

The *Guide* also echoed the views of the picturesque movement that landscape could in place be further improved, if change was appropriate, thus condoning those who moved into the area and created picturesque overlays on the traditional landscape through tree-planting and the creation of lakes and tarns.

As the 19th century progressed so the tide of visitors increased. The Lake District begun to provide a place for peace and recreation away from the industrial towns. Its popularity also led to a ‘democratisation’ of the tourism process with visitors coming from all levels of society. It continued to attract ‘oftcomers’ who had liberal views on the way the landscape should offer up its spiritually restorative powers to all. As the pressure of visitors, and the development that attended them, threatened to engulf the area, so a response was forthcoming which fostered a growing ‘public’ interest in privately owned landscape and led to the foundation of the conservation movement and

eventually to the founding of the National Trust and later to the creation of National Parks.

This link between a valued, locally distinctive landscape and people of means moving into the area to work for its conservation, or to support it financially, has persisted to the present day. Without the legacies left to the National Trust – who now owns a quarter of the Lake District National Park - and the financial support of the estimated 12 million day visitors, the area would hardly be sustainable. And with the active support of many present day poets and artists, most from outside the area, the Lake District still thrives as a cultural centre that feeds off the working landscape.

The discovery of the aesthetic and spiritual appeal of traditional Lake District settlement patterns in the mid 18th century triggered an international cultural movement whose effects are still actively felt in the Lake District and around the world.

4. Summary

In summary there was agreement that the Lake District's overall, special, significance is not just the sum of individual aspects of its landscape but rather a remarkable alliance between the aesthetic appeal of its farming and mining traditions, and the output of painters and poets, who, inspired by the landscape, showed how it could appeal to the higher senses and be accessible to all.

This fusion between aesthetics and practical land management triggered an international cultural movement based on two strands – the notion of landscape beauty and the idea that valued landscape deserves protection, through the power of people working together for the benefit of all.

The Lake District's essential significance is, therefore, the result of a creative interaction between the products of a small-scale, tightly constrained and conservative society responding to a particular environment, and the power of influential outsiders who, through writings, paintings and actions, introduced the spiritual benefits of landscape to the world and then went on to formulate ways of harnessing resources for the protection of what had been discovered, so that future generation could continue to gain benefit from this special place.

The challenge now is to formulate this one, overall, special significance of the Lake District more specifically in order that it can be related to physical aspects of the landscape and thus to what will need to be managed.

SD 24.7.02

ICOMOS-UK Attendance list

Name		ICOMOS-UK Gardens & Landscapes Committee	IUCN / ICOMOS Liaison Committee	ICOMOS-UK Cultural Tourism Committee	ICOMOS-UK World Heritage Committee	ICOMOS- UK Executive Committee
Jane Fawcett	Former ICOMOS-UK Secretary			formerly	formerly	yes
Ted Fawcett		*	*			
Susan	ICOMOS-UK Secretary	*	*	*	*	*
John Warren					Former Chairman	*
David Thackray	National Trust	*	*		*	*
Chris Young	English Heritage		*		*	*
Sue Millar	Greenwich University			Chairman		*
David Jacques	De Montfort University	* former Chairman	*			
Peter Goodchild	University of York	*	*			
Richard Kelly	CCW	*	*			
Paul Walshe	Formerly of Countryside Agency	Chairman	*	*	*	*
Catherine Bickmore	Landscape Institute & IUCN		*			

APPENDIX VIII

The Lake District:

PROPOSED WORLD HERITAGE CULTURAL LANDSCAPE SITE

Brief for a Study to identify Cultural Landscape significances and indicators

1. Background

- 1.1 The Lake District is on the Government's tentative list of possible future World Heritage site nominations
- 1.2 The process for putting forward World Heritage nominations has recently become much more selective and this country will only be expected to put forward one a year from now on. The Lake District is in a fortunate position of having been nominated before and is therefore considered as a re-nomination and not subject to the annual allocation. It can therefore be put forward at any time.
- 1.3 The Lake District is in many ways a flagship nomination. The earlier submissions of the area as a World Heritage natural site, which highlighted the shortcomings of the existing World Heritage categories, were instrumental in the creation of a new World Heritage category for cultural landscape sites.
- 1.4 The nomination of the Lake District would therefore be almost a test case and the challenge is to get agreement from the main players in the Lake District to the reasons for the proposed inscription and the rationale for management of the site.

If successful, the area would become one of the largest and most complex of World Heritage sites, and the first such site in the UK.

2. Management Plan

- 2.1 As part of the nomination process for a World Heritage site, there needs to be a process for producing a management plan, to which all the main parties involved in the site subscribe. Such a plan needs to be grounded in agreement on what needs to be managed.

3. Significances

- 3.1 Before a management plan can be prepared, there needs therefore to be a clear understanding of what is significant about the site, why and how it is vulnerable and, following on from consideration of these, a consensus on what needs to be managed.
- 3.2 The World Heritage definition of cultural landscapes focuses on landscapes which:
 - Reflect the combined works of nature and man

- Show evolution of human society & settlements over time:
 - Within constraints and opportunities presented by the natural environment
 - Within successive social, economic, and cultural forces, both internal and external
 - Exhibit significant material evidence of the way they have evolved over a long time-span
 - Go on being shaped by a distinctive culture which continues their traditional way of life
- 3.3 What the definition encompasses is the idea of an evolving landscape still being shaped by a strong distinctive culture, which retains an active social role in contemporary society.
- 3.4 Such landscapes may also have associative significances connected with artistic or literary figures or movements, or may be significant for aspects of the natural world within them.
- 3.5 For the Lake District, there needs to be agreement by all the main players on how the World Heritage criteria on cultural landscapes apply to the area and on how the resulting significances can be sustained.

4. Study Aims

- 4.1 The aims of the study are to:
- Assess how the World Heritage definition on cultural landscapes applies to the Lake District
 - Build a consensus amongst key stakeholders on cultural landscape significances and on what needs to be sustained
 - Consider the rationale for a World Heritage site management plan

5. Structure of Study

The study will be carried out in three phases:

1. Analysis stage – of cultural landscape significances
2. Consensus building between stakeholders on what needs to be managed
3. Defining the rationale for a management plan

5.1 Phase 1: Analysis

Phase 1 of the study will aim to assess:

- a) The significances of the Lake District cultural landscape measured against the World Heritage criteria. This assessment will include evidence for, and definition of, significances connected with:
- The combined works of nature and man
 - The evolution of human society & settlements over time – the way people and processes have combined and evolved
 - Significant material evidence of the way the Lake District has evolved over a long time-span
 - How the Lake District goes on being shaped by a distinctive culture which continues their traditional way of life- what are the dynamics of the cultural

landscape which drive its evolution and what are the intangibles which affect this process

b) It will also consider evidence for, and definition of, associative significances such as:

- The Romantic movement
- The birthplace of the conservation movement
- Existence value –how the Lake District is valued as a part of national and international heritage by those who live there and those who visit from outside
- ‘Spiritual’ value of the Lake District in relation to nature

And of significances of the natural world

c) It will go on to assess:

- Which of these significances is of universal value

d) Finally it will consider:

- What is vulnerable within the cultural landscape
- How cultural landscape indicators could be developed
- How the limits of change could be defined
- What, if anything, is non-negotiable

5.2 **Phase 2: Consensus Building**

Phase 2 of the study will aim to build a consensus across key stakeholders on:

- Cultural landscape significances
- What needs to be sustained
- What needs to be managed if the Lake District were inscribed
- How management decisions could be reached on a dynamic, evolving entity
- How the inscription could be used as a way of optimising the potential of the area across a broad range of parameters such as:
 - promoting innovation and creativity (rather than being seen as a constraining factor)
 - contributing to sustainable land-use practices
 - maintaining natural values within the landscape

5.3 **Phase 3: Rationale for Management Plan**

The third part of the study will build on the outcomes of the first and second parts of the study to develop a rationale for the World Heritage Site management plan

6. **Structure of the Study**

6.1 **Steering Group**

The Lake District Liaison Group –an informal group of agencies involved in the management of the Lake District –will act as a steering group for the Study. The brief has been approved by them. The final outcome of the study will be approved by the group.

6.2 Project Management

This will be provided by the National Trust who will appoint a facilitator on behalf of the Steering Group

6.3 Facilitator

The facilitator will be appointed on a six month, part-time, contract to carry out the brief.

7. Consultations

7.1 The facilitator will be responsible for collating views on the key assessments outlined in para 4 of the Study Brief.

7.2 The facilitator, in conjunction with the Consultation Group, will set up arrangements for consultations with key groups in the Lake District.

7.3 Contacts will be made with research establishments involved in relevant methodological research and with individuals working on relevant projects.

8. Timescale

- December 2001: Approval of brief by LDLG
- mid January 2002: Appointment of facilitator
- 24th January: The facilitator will be asked to present his/her reaction to the brief and detailed working arrangements for phase 1
- 21st February: Facilitator to present progress report on phase 1
- April 2002: Facilitator to present draft final report on phase 1

9. Resources

Fees to be agreed with chosen consultant

10. Funding

The project will be jointly funded by the Countryside Agency, English Nature, the Lake District National Park Authority and the National Trust.

APPENDIX IX

THE UK BIODIVERSITY ACTION PLAN AND THE LAKE DISTRICT

The UK Biodiversity Action Plan

The UK Biodiversity Action Plan arose as the Government's response to the Earth Summit in Rio in 1992. The plan provides a conservation framework for much of the work of Governmental and non-Governmental organisations that have some involvement in countryside management. The National initiative is partly managed at a local level through the local Cumbria Biodiversity Action Plan. These documents set out nature conservation priorities in terms of priority habitats and species. Each of these has an Action Plan which includes targets under the three categories of:

- Maintain habitat extent and quality (ensure there is no further loss in current habitat resource and that the physical processes required to maintain the habitat are operating; maintain the quality of areas of habitat which are in good condition).
- Restore habitat quality (restore those areas of habitat that are degraded in quality to good condition, through positive management or the cessation of damaging practices).
- Expand habitat extent (increase the area of the habitat beyond its current extent. This includes the creation of lost habitat in areas where it formerly occurred).

Similar target categories exist for species.

Targets for each of the above have been allocated nationally by Natural Area and they will, for instance, be published in the Regional Planning Guidance for North West England. The targets for Cumbria are set out in The Cumbria Biodiversity Action Plan.

General comment

The effect of unsustainable land management on habitats and species over the last 50 years cannot be overstated. This will have had a great effect on the fabric of the landscape. For example, valley bottom species-rich hay meadows have been virtually lost from the Lake District. In the summer the variety of flower colour (blues from wood cranesbill, reds of great burnet and red clover, yellows from yellow rattle and meadow buttercup) would have been striking from the fellsides. Today these meadows (with an average 26 [range 12-43] species per 2x2 metre) have largely been replaced by intensively managed silage grasslands (with an average of 10-13 [range 4-26] species per 2x2 metre) and the predominant colours will be green, or at best uniform yellow or white). To give another example, large parts of the fells will have been purple in August with heather where now there are various shades of brown from the grasslands that replace overgrazed heather and surviving stands of heather that flower poorly because of grazing pressure.

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APPENDIX X

PREVIOUS WORLD HERITAGE NOMINATION ASSESSMENTS OF THE LAKE DISTRICT